

ABSTRACT

Computing devices capable of internetworking and receiving, storing and viewing programmed (scheduled) television and multimedia content provide a platform for access to a combination of Internet and Television content and services. On this platform, a mix of pre-scripted and live interactive dialog (chat with offered responses) are broadcast by a connected server or servers to provide supplemental entertainment, information regarding programmed content, enhancements to scheduled television advertising, a community experience, and an interface to Internet applications and services. The dialog provides a Social Interface allowing fictional and non-fictional characters to interact with viewers. The fictional and non-fictional characters are each emblematic of a specific affinity group categorization, which a user personally identifies with and is drawn to. Selection of an affinity character also provides a filter for selecting internet and broadcast content associated with that character. Second level content is also associated with and mediated by each character. This provides ecommerce opportunities whereby sponsors can direct advertising content based upon factors such as the relative popularity of each character or the demographic group associated with each character.